

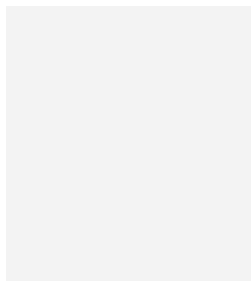
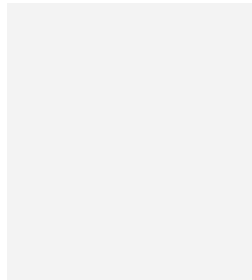
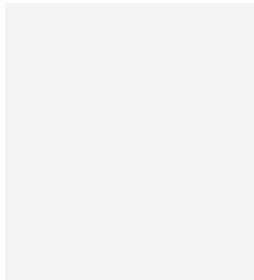
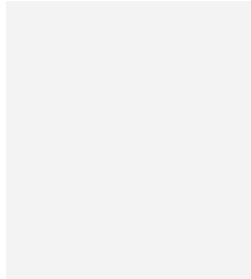
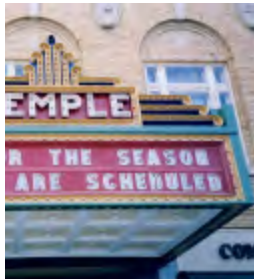
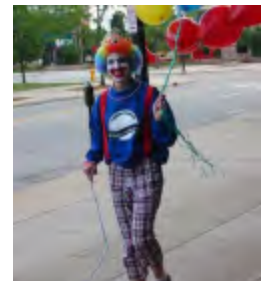
Wisconsin Main Street Annual Report



2002



2003



Acknowledgements

This publication was written and produced by the Wisconsin Main Street Program, Bureau of Downtown Development, Department of Commerce, Cory L. Nettles, Secretary. The report covers program performance from July 1, 2002 to June 30, 2003.

The Wisconsin Main Street Program follows the National Main Street Center’s trademark Four Point Approach to Downtown Revitalization and is acknowledged by the Center as a State Coordinating Main Street Program.

The Wisconsin Main Street Program would like to thank the following individuals and organizations:

- The National Main Street Center for their moral support and Sheri Stuart, Program Associate, for her outstanding service to Wisconsin’s Main Street Communities.
- The local Main Street managers for providing statistics, photographs, and information for this report.
- Barbro McGinn for facilitating participation by the local Main Street managers and writing the project summaries.
- Barbro McGinn, Jim Engle, Todd Barman, Sheralynn Liantonio and Tony Hozeny for editing.
- Todd Barman for design and layout.



Contents

Letters	3
What is Main Street?	5
Wisconsin Main Street Reinvestment Statistics: 1988-June 2003	11
Design Projects	14
Organization Projects	17
Economic Restructuring Projects	19
Promotion Projects	21
Wisconsin Main Street Community Reinvestment Statistics: July 2002-June 2003	24
Wisconsin Main Street Awards	26
Wisconsin Main Street Directory	28

Letter from the Governor

Greetings,

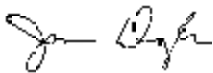
I am pleased to present the 2002-2003 Wisconsin Main Street annual report.

Since 1988, the Wisconsin Main Street Program has been helping revitalize downtowns throughout the state. Downtowns play a vital role in the state's economy and quality of life, and are an integral part of my "Grow Wisconsin" initiative. Collectively, the Main Street communities have created almost 12,000 new jobs, attracted over 2400 new businesses, and generated more than \$500,000,000 in public and private investment since the program's inception.

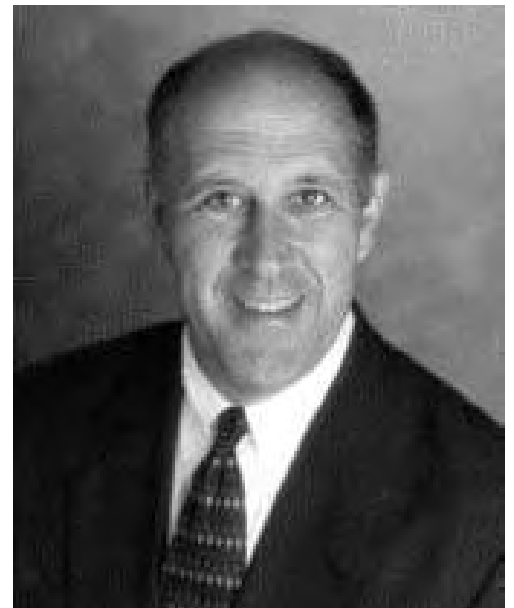
From July 1, 2002 through June 30, 2003, staff provided technical assistance to 33 Main Street communities and worked alongside local staff, volunteers, citizens, and officials to ensure program success. This report illustrates the accomplishments of the Wisconsin Main Street program over the past year.

I congratulate the participants on their commitment to their communities and invite you to learn from their examples. This state-local partnership has established a firm foundation to ensure continued success in Wisconsin's downtowns.

Jim Doyle



Governor



Letter from the Director

Greetings,

It has truly been a pleasure for the Wisconsin Main Street staff to work with the dedicated and talented Main Street managers, government officials, businesspersons, property owners, and volunteers over the past year. Their hard work has helped Wisconsin establish a national reputation for its Main Street efforts.

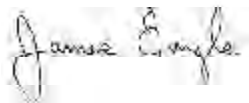
Since joining the Wisconsin Main Street staff 13 years ago, one thing has become increasingly obvious to me - the Main Street model continues to work. Communities as small in size as Tigerton and as large as Milwaukee have benefited from the program. We continue to provide services and tools that have enabled our participating communities to undertake some very impressive projects. For example, an upgraded downtown market analysis service has helped Main Street communities be more prepared and focused in their business recruitment and retention efforts. Small business consultations have helped to improve the competitiveness of downtown entrepreneurs, and Main Street's design assistance program has spurred many visible building rehabilitation projects. Perhaps most important to this success is the growing network of Main Street communities that share knowledge and experiences.

The release of the Wisconsin Main Street Program's annual report is always inspiring. Reading the statistics and stories behind them, note that even during trying economic times, the Main Street Program generated excellent reinvestment in 2002-03. Successful communities have made downtown revitalization a priority, and understand that during tough economic times they must be even more aggressive with their revitalization efforts. When considering all of the volunteer hours contributed, reinvestment projects completed, new jobs created, and positive energy generated, it becomes clear that financial contributions to the Main Street Program made by city halls, business owners, and the public are excellent investments. Main Street is truly a grass roots, self-help program. Governor Doyle has shown his commitment by incorporating downtown development as a key component of his "Grow Wisconsin" initiative.

I am optimistic about the future. In the next year and beyond, the Main Street staff will continue to offer intensive services to its participating Main Street communities. More emphasis will be placed on assisting with local funding issues and finding creative ways to finance local development projects. Resources will continue to be directed toward training that will help communities strengthen their existing businesses and add to their downtown business mix. We will also be more active in helping communities take full advantage of all state programs and funding sources that relate to downtown development, such as housing programs and Community Development Block Grant (CDBG) funding.

I hope you enjoy our report. We look forward to another great year!

Best wishes,



James Engle

Director, Wisconsin Bureau of Downtown Development

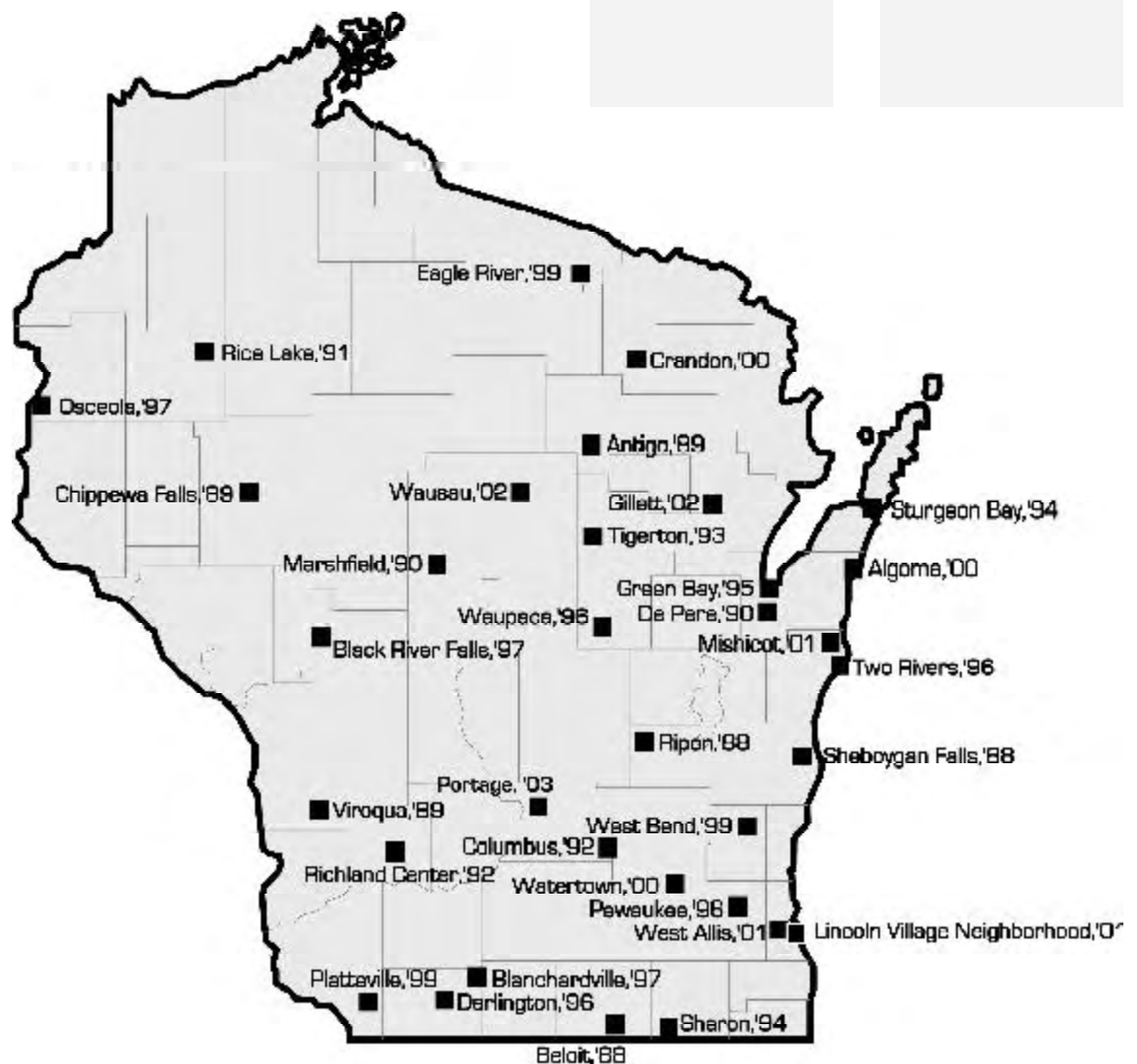
What is Main Street?

The Bureau of Downtown Development administers an economic development program targeting Wisconsin's historic commercial districts. Bureau staff provides technical support and training to Wisconsin communities that have expressed a grass roots commitment to revitalizing their traditional business districts using a comprehensive strategy based on historic preservation.

The Wisconsin Main Street Program was established in 1987 to encourage and support the revitalization of downtowns in Wisconsin. Each year, the Department of Commerce selects communities to join the program through a competitive process. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

The results have been impressive. Wisconsin Main Street Programs have generated new businesses and new jobs for their respective downtowns; façade improvements and building rehabilitation projects have upgraded the image of Wisconsin downtowns; and promotional activities have encouraged community cohesion.

Map of Wisconsin Main Street Communities



Bureau of Downtown Development Services Available to Designated Wisconsin Main Street Communities

Communities selected to participate in the Wisconsin Main Street Program receive five years of free technical assistance aimed at enabling them to professionally manage their downtown or historic commercial district to better compete with their managed competition. The services include:

- 1. Manager orientation and training sessions:**
Wisconsin Main Street staff conducts two-day orientation and training sessions for new Main Street managers. Topics include the Four-Point Approach to downtown revitalization, volunteer management, program manager responsibilities, and the role of the state office. Additionally, the Wisconsin Main Street Program provides quarterly two-day workshops for managers and volunteers in participating communities. State and national experts speak on relevant topics in the field of downtown revitalization at these workshops.
- 2. Materials such as manuals and slide programs:**
All new Main Street communities receive excellent resource materials on downtown revitalization topics so that they can start their own Main Street libraries.
- 3. On-site volunteer training programs:**
Wisconsin Main Street staff provides intense on-site training to committees and individuals in participating Main Street communities. This service is initially provided to Main Street committees based on the Four Point Approach to downtown revitalization. Volunteer training is also provided on specific downtown revitalization topics.
- 4. On-site planning visits:**
Wisconsin Main Street staff helps each Main Street community develop a workplan. These sessions assist communities in identifying goals and objectives, and help prioritize and develop projects for the year. Some communities also receive assistance with strategic and vision planning.
- 5. On-site design assistance:**
This free service is offered to property owners and merchants in local Main Street districts. The Wisconsin Main Street design coordinator addresses design issues of historic commercial buildings. Requests are handled on a building-by-building basis due to the individuality of each project.

This allows assistance to be tailored to the specific needs of each property owner and merchant. Services include color renderings, on-site consultations, telephone consultations, building sign design, paint and color scheme suggestions, awning design, tax credit information, and information on complying with the Americans with Disabilities Act.

- 6. On-site business consultation:**
This is a free service provided by Wisconsin Main Street's small business specialist. Existing and potential business owners in Main Street districts are offered on-site confidential counseling services in areas such as marketing, business planning, advertising, financial analysis, and inventory control. Follow-up assistance is also provided. The small business specialist also assists communities in planning business retention and recruitment programs.
- 7. Downtown market analysis:**
Each new Main Street community receives intense training in downtown market analysis. The Wisconsin Main Street Program works with the University of Wisconsin-Extension Center for Community Economic Development and new Main Street communities to complete a downtown market analysis that will help the community with business development efforts, and provide valuable information to each of the four Main Street committees.
- 8. Advanced technical visits on specific downtown issues:**
Wisconsin Main Street staff and outside consultants provide on-site assistance to communities in the form of one or two-day technical assistance visits. These visits are always targeted to meet the specific needs of the local community. Past visits have included development of a white-elephant building, streetscape design, merchandising, volunteer development, fund raising, preservation planning, and waterfront development.
- 9. Year-end assessment visits:**
Wisconsin Main Street staff helps both new and mature programs assess progress and address specific issues on these two-day visits.



General Bureau of Downtown Development Services

In addition to administering the state's Main Street Program, the Bureau of Downtown Development provides general outreach to Wisconsin communities that are interested in revitalizing their downtowns. The following is a list of general services provided by the Bureau:



1. **Field Trips**

Call the Bureau of Downtown Development at (608) 267-0766 for help planning field trips to Main Street communities to learn firsthand about their progress and revitalization strategies.

2. **The Governor's Conference on Downtown Revitalization**

2002 marked the 11th anniversary of this successful conference co-sponsored by the Wisconsin Main Street Program and the Wisconsin Downtown Action Council (WDAC).

3. **Main Street Application Workshops**

Learn how to successfully complete the Main Street application and how to start and operate an independent downtown revitalization program.

4. **Offsite Assistance**

Assistance by phone, fax, e-mail, or mail is available from Bureau staff and the local Main Street offices.

5. **Case Studies**

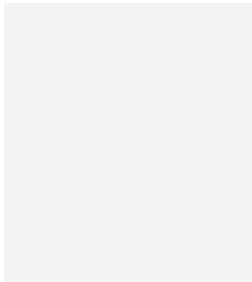
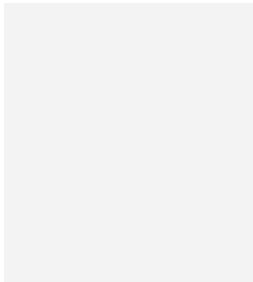
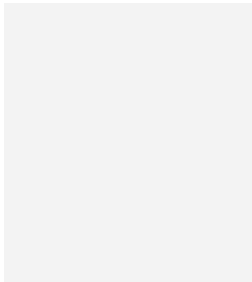
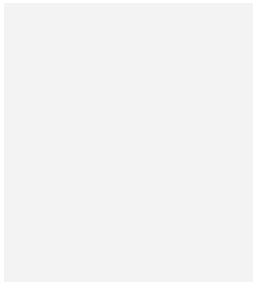
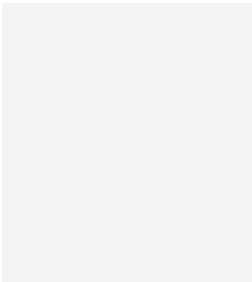
Each year the Department of Commerce recognizes the best projects completed by Wisconsin's Main Street Communities. These projects make great case studies for communities looking to tackle similar projects and many are available on the Bureau's Web site.

6. **Wisconsin Main Street Library**

Housed at the Department of Commerce, any Wisconsin resident may check out one of over 300 books, manuals, workbooks, slide programs, and videos on various downtown topics.

7. **The Wisconsin Main Street Speakers Bureau**

Local managers are available to speak on a variety of downtown revitalization topics such as fundraising, business recruitment, retail events, or promotional campaigns.



Meet the Main Street Staff



Jim Engle is the Director of the Bureau of Downtown Development and Coordinator of the Wisconsin Main Street Program for the Department of Commerce. He provides technical assistance in the field of downtown revitalization to Wisconsin's Main Street communities. Prior to this position he served as Assistant State Coordinator for the Wisconsin Main Street Program. He joined the staff in November 1990. Prior to this position, Jim spent four years as the Program Manager for Main Street Oskaloosa, Iowa. Jim was also the Associate Director of Admissions for Upper Iowa University in Fayette, Iowa. He holds a degree in Business Administration from Central College in Pella, Iowa. Jim is known for being an easy mark when Main Street managers are looking to sell raffle tickets, although he has yet to win.



Todd Barman is the Assistant State Coordinator for the Wisconsin Main Street Program. He joined the state staff in 1999. He provides technical assistance in the field of downtown revitalization to Wisconsin's Main Street communities. Todd has been recognized nationally for his efforts to improve the market analysis tools available to downtowns. Prior to this position, Todd spent three years as the Manager for the Darlington Main Street Program, Wisconsin. He holds a Masters and Bachelors degree in Landscape Architecture from the University of Wisconsin-Madison. Todd is practicing what he preaches as he attempts, with varying degrees of success, to rehabilitate his historic home on the edge of Stoughton's downtown.



Joe Lawniczak has been the Design Coordinator for the Wisconsin Main Street Program since September 2001. Joe provides color renderings of façade rehabilitations and other design services to property owners and merchants in local Main Street districts. Prior to this position, Joe was an Architectural Designer for 12 years at Berners-Schober Associates in Green Bay, Wisconsin. For six of those years, he was an active member of the Design Committee for the Green Bay Main Street Program (On Broadway, Inc.), and served one year as vice-chairman of the City of Green Bay Historic Preservation Commission. He studied Architectural Technology at Milwaukee Area Technical College. Joe claims to have found his dream job. The rest of the staff wonders which job that could be.



J.D. Milburn became the Small Business Specialist for the Wisconsin Main Street Program in October 2000. He provides one-to-one counseling to businesses in Wisconsin's Main Street communities, and also helps communities with business retention and recruitment, volunteer training, and other special projects. He has many years of lending experience, with an emphasis on financial packaging of small business loans. Prior employers include Wells Fargo and Bank One Corporation. Before joining Main Street, he served as a Grant and Loan Specialist in the Bureau of Business Finance, Department of Commerce. Milburn has a BS in Agricultural Business, with a minor in Finance, from Iowa State University. J.D. is the only person in the state of Wisconsin who gets excited about IRS form 990.

The Selection Process

Communities are selected for participation in the Wisconsin Main Street Program after going through a rigorous review process. Following are the areas that are considered:

1. **Need.** The need for the Main Street Program in the community and its expected impact on the community.
2. **Organizational Capability** The capability of the applicant to successfully implement the Main Street program.
3. **Public Sector Commitment.** The level of public sector interest in and commitment to a local Main Street program.
4. **Private Sector Commitment.** The level of private sector interest in and commitment to a local Main Street program.
5. **Financial Capacity.** The financial capability to employ a full-time manager (or a half-time manager if the population of the community is 3,500 or less), fund a local Main Street program, and support area business projects. A variety of funding sources should be utilized. A minimum budget of \$60,000 annually (including in-kind donations) is expected for communities hiring a full-time manager, while a minimum budget of \$40,000 annually is expected for communities hiring a part-time manager.
6. **Physical Capacity.** The cohesiveness, distinctiveness, and variety of business activity conducted in the proposed Main Street Program area.
7. **Historical Identity.** The historic significance of the proposed Main Street Program area and the interest in and commitment to historic preservation.

In the event that the Department of Commerce must choose between two highly rated municipalities, it will base the selection on which adds more to the geographical and population diversity of Wisconsin's Main Street Communities.

The Four-Point Approach

The National Trust for Historic Preservation established the National Main Street Center (NMSC) in 1980 to assist nationwide downtown revitalization efforts. The Wisconsin Main Street Program is based on the Trust’s philosophy, which advocates restoration of the historic character of downtown while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis, and public improvements.

There are no quick fixes for declining downtowns. Success is realized through the comprehensive and incremental approach of the Main Street Program. The four elements that combine to create this well-balanced program are:

1. Design

This element works on enhancing the physical vitality of the business district and the potential to attract and keep customers, tenants and investors. Rehabilitated buildings, attractive storefronts, properly designed signage, clean and functional streets and sidewalks all help to create an environment where people want to shop and visit.

2. Organization

It is very important to build a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials and chambers of commerce. Everyone must work together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.

3. Economic Restructuring

Analyzing current market forces to develop long-term solutions is the primary focus of this element. Improving the competitiveness of Main Street’s traditional merchants, creatively converting vacant space to new uses, and recruiting new complimentary businesses are examples of economic restructuring activities.

4. Promotion

Promotions create excitement downtown. Street festivals, parades, retail events and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

The success rate of the four-point approach is greatly enhanced when combined with the NMSC’s eight principles:

1. Comprehensive Four Point Approach

2. Incremental Process

3. Quality

4. Public and Private Partnership

5. Changing Attitudes

6. Focus on Existing Assets

7. Self Help Program

8. Action Oriented

Wisconsin Main Street Reinvestment Statistics 1988 – 2003

Public Improvements	973
Public Investment	\$119,696,681
Building Rehabilitations	3,115
Private Investment in Building Rehabilitations	\$140,493,296
New Businesses	2,403
Business Relocations and Expansions	957
New Jobs	11,924.5
New Buildings	170
Private Investment in New Buildings	\$151,485,751
Buildings Sold	915
Private Investment in Buildings Sold	\$107,138,451
New Downtown Housing Units	361
Total Private Investment	\$399,117,498
Total Public and Private Investment	\$518,814,179

Return on Investment (ROI)

Estimated real estate taxes generated by building rehabilitations and new buildings	\$42,325,237
Estimated state sales taxes generated by new businesses	\$151,200,000
Estimated state income taxes generated by new jobs	\$71,845,020
Return for every state dollar invested through Wisconsin Main Street Program	\$41.46
Return for every local dollar invested through local Main Street organizations	\$10.61
Return for every state and local dollar combined invested through Main Street	\$8.45

Assumptions

- For Rehab Investment and New Building ROI, assume all improvements add to the property tax base at the full value tax rate.
- For New Business ROI, assume each new business generates \$200K/year in revenues and pays 5 percent in state sales tax.
- For New Jobs ROI, assume each new job is 2,080 hours/year and is paid at least \$7.5/hr. and generates 6 percent state income tax.

Economic Returns from Main Street Investment

Reinvestment statistics only tell part of the story. Reinvesting serves as a catalyst for additional economic return on investment (ROI).

Property Taxes

Successful revitalization efforts often lead to an increase in downtown property values, which in turn lead to an increase in the property taxes generated by the district. Property values increase through restoration, rehabilitation, and renovation of historic properties; infill construction (new buildings); and the increased income potential of the property based on increased profitability of downtown businesses. Property taxes help fund public services such as city, county and state government; local K-12 school districts; and area technical colleges. For many communities just stopping a history of decreasing property values is an important return.

Increased Sales

Successful revitalization efforts often lead to an increase in the number of businesses downtown and an increase in the volume of sales made by downtown businesses. Real estate professionals who understand the relationship between sales and real estate value know that the highest sales-generating areas command the highest rents and report the highest valued real estate. For many communities just stopping a history of decreasing sales is an important return.

Sales Taxes

Increased sales lead to an increase in the sales taxes generated by the district. Wisconsin collects a 5 percent tax on the sale of goods and services. A portion of the money collected is returned to local governments through the state shared-revenue program. Many counties collect an additional .5 percent tax on the sale of goods and services.

State Employment/Income Tax

Successful revitalization efforts often lead to an increase in the number of employees working downtown which in turn leads to an increase in the state income taxes generated by the Main Street district. State income taxes help fund public services.

Increased Occupancy/Decreased Vacancy

Successful revitalization efforts often lead to an increase in occupancy rate. Filling vacant storefronts results in an increased economic return equal to the rent received by those downtown property owners whose space was filled. Occupancy rates are also very important to real estate professionals. They signify the ability of the market to absorb more space and command increased rents. For many communities just stopping a history of increasing vacancy is an important return.

Increased Rent per Square Foot

Successful revitalization efforts often lead to an increase in the amount of rent downtown property owners are able to receive for their space. As profitability of downtown businesses increases, demand for downtown space will also increase. This demand translates into increased rents per square foot which in turn drive the value of commercial real estate. For many communities just stopping a history of decreasing rents per square foot is an important return.

The Multiplier Effect of Money

Successful revitalization efforts in the Main Street district often lead to economic returns outside the district. The multiplier effect is a basic economic concept that describes how changes in the level of one activity bring further changes in the level of other activities throughout the economy. The multiplier effect is the rationale behind targeted economic development. For example, when a new or expanding business adds an employee to the downtown workforce, that employee spends their paycheck in the community on such items as rent/mortgage, food, etc. which in turn results in economic return by other businesses in and outside the Main Street District.

Increased Traffic

Well-planned investments in image campaigns, special events, retail promotions and tourism result in increased traffic in the Main Street district by both residents and visitors. Savvy businesses can translate this increased traffic into sales. Furthermore, businesses outside the Main Street District can also benefit from increased visitor traffic, particularly lodging establishments, restaurants, and entertainment businesses.

Wisconsin Main Street Community Projects

The Wisconsin Main Street Communities undertook many successful projects throughout the year. Due to limited space, we have selected a representative sample to illustrate each point of the four-point approach.

Design	Organization	Economic Restructuring	Promotion
Featured Community	Featured Community	Featured Community	Featured Community
Rice Lake	De Pere	Columbus	Ripon
Selected Representatives	Selected Representatives	Selected Representatives	Selected Representatives
Blanchardville	Black River Falls	Gillett	Algoma
Chippewa Falls	Darlington	Marshfield	Beloit
Crandon	Lincoln Village	Pewaukee	Green Bay
Eagle River	Mishicot	Two Rivers	Osceola
Platteville	Richland Center	West Allis	Sturgeon Bay
Sheboygan Falls	Sharon		Viroqua
Tigerton	Waupaca		Watertown
Wausau			
West Bend			

Design Projects

This element works on enhancing the physical vitality of the business district and the potential to attract and keep customers, tenants, and investors. Rehabilitated buildings, attractive storefronts, properly designed signage, clean and functional streets and sidewalks all help to create an environment where people want to shop and visit.

Rice Lake

Thyme Worn Treasures is a great example of how a successful façade restoration can impact a community. Its opening in June of 2003 provided Rice Lake with a restored building, five additional jobs, and a renewed interest in preservation.

When Tonja and Dennis Jerman purchased the former Bush & Gilles furniture store at 30 North Street, their intent was to restore the turn-of-the-century building to its original glory. Working with the building's strengths and paying attention to detail (using warm, vintage paint colors, bead board detailing, and uncovering the original tin ceiling, etc.) made the restoration project a success.

Utilizing a design concept provided by Joe Lawniczak of the Wisconsin Main Street staff, and the design consultation service offered by the Rice Lake Main Street Association, the Jermans qualified for a matching sign-grant program, and were able transform the storefront from homely to handsome for less than \$2,000.

Main Street Manager Kathy Wellsandt notes that inquiries regarding façade incentives have increased since Thyme Worn Treasures (featuring an eclectic mix of antiques, collectibles, gift items, floral arrangements, coffee and food items) opened, and several other downtown business owners are starting rehabilitation projects on their buildings. "Peer pressure, the domino effect, keeping up with the Jones' or whatever you'd like to call it, the changes enhance the ambiance and economics of downtown Rice Lake," Wellsandt said.



Blanchardville

When Blanchardville needed help encouraging greater pedestrian traffic in the downtown, Main Street Wisconsin provided a technical-assistance visit from Ken Saiki Design, Madison. Saiki made a number of recommendations, which included: blocking off a portion of Elm Street as a sidewalk; creating "pocket parks;" providing attractive directional signs; and adding planters to spruce up the area. The most dramatic suggestion implemented was converting Elm Street from a two-way street to a one-way, allowing for better pedestrian traffic flow from Main Street to highly-used areas of the downtown such as the village hall/library, McKellar Park, schools, and the Pecatonica River. The change also accomplished the desired result of slowing traffic, aiding pedestrian safety in the downtown area.

Chippewa Falls

Things were picture perfect in Chippewa Falls in August of 2002, when professional sign painters (members of the "Letterheads" organization) traveled from all over the U.S. and Canada to learn new sign making techniques, and create public art projects in Chippewa Falls.

Jim Schuh, Executive Director of Chippewa Falls Main Street, Inc., suggested to local "Letterhead" Kurt Gaber, of Gaber Signs, that their community host such an event, after being inspired by a Main Street Sign workshop conducted by Gary Anderson in Black River Falls in 2000. Gaber took the ball and ran with it, and 70 volunteer artists joined him.

After the three-day event, Chippewa Falls was left with some beautiful public artwork, in the form of a restored exterior wall "ghost" sign, new exterior wall signs, new murals, and billboards.



Crandon

On August 8, 2002, the public, state and local dignitaries held the official ribbon-cutting ceremony marking the reopening of Lake Avenue, the city's main street, after an intensive six-month reconstruction period. Work included replacement of the street, sidewalks, and sewers, as well as the installation of decorative streetlights, stamped concrete insets, planters, trash receptacles and park benches. The total project cost was \$2.5 million.

Main Street Manager Mary Kircher says that thanks to ideas borrowed from other Main Street communities, and some creative thinking by their own Design Committee, not a single business was lost during the construction. Arrow-shaped directional signs were provided for businesses, and a local sign painter customized them for a nominal fee. The "Back Alley Cats," a volunteer group, was formed to coordinate efforts to ensure back alley access to all businesses. They helped with pathways, signage, and spruced up back-door entrances with new paint jobs.

Kircher said that the community is thriving because the downtown's new look has attracted renewed interest from residents and visitors alike.

Eagle River

The past has come back in the form of a wonderfully nostalgic "present" for the community of Eagle River. After several months of work, Soda Pops, a restaurant owned and operated by Chef Jason Meinholz, opened in May of 2003.

Meinholz spent months working on the interior restoration of the historic building in Eagle River's downtown. Many of the original interior fixtures, chairs, and glass panels had been stored in the basement and were refurbished for use in the 1950s style diner.

When it came time to restore the exterior, Meinholz was relieved to find that after stripping away the cladding and copper awning, the brick façade was still in good condition. After adding a canvas awning and a retro neon sign, Soda Pops was ready for business. Says Main Street Manager Rita Fritz, "Soda Pops is a tremendous asset to the downtown and the community."

Platteville

While Platteville's Main Street had originally been designed as a two-way street, in the mid-1950s it was converted to a one-way street, running west to east to alleviate traffic congestion. Since that time, the highway moved to the edge of town. Thus, the problems that precipitated the change to a one-way street no longer existed.

Over the years, people discussed reverting back to a two-way street. However, it wasn't until a Wisconsin Main Street-sponsored visit in 2000 by Scott Day, senior program associate with the National Historic Trust's Main Street Center and nationally-known traffic consultant John Edwards, who strongly suggested the change, that city officials decided to seriously revisit the idea.

The Main Street Design Committee took it upon themselves to educate the public about when and why Main Street was converted to a one-way street, and how a two-way Main Street would actually improve access to downtown businesses, primarily by increasing visibility, as well as slowing down traffic, making it safer for pedestrians.

After the extensive education program the common council voted to make the change for a trial period of three years. Platteville's two-way Main Street was restored, after 50 years as a one-way.

According to Cheryl Zmina, Main Street Manager, "Everyone is adjusting, and it makes for easier access to downtown."

Sheboygan Falls

The HyRyders Saloon building, built in 1877, sits on the main intersection of Broadway and Monroe in Sheboygan Falls' Historic Downtown. Through years of neglect, it had fallen into a state of disrepair, with peeling gray paint and crumbling windows and doorways.

New owners Sharon and Alan Willadsen hoped to restore the landmark building to resemble the original as closely as possible, and enlisted the aid of Main Street Design Specialist Joe Lawniczak, who provided the initial design. The Willadsen's were recipients of a design grant, a façade grant, and a low interest loan from Sheboygan Falls Chamber-Main Street.

Due to high construction estimates, the couple provided the “sweat equity” to construct a new roof, new windows, replace the outside stairway with a porch, and add new siding to the entire building. The original wood siding was deteriorated beyond repair and was replaced with Hardi Plank, a more historically sensitive substitute for wood siding than vinyl. Main Street Executive Director Nancy Verstrate notes that because the owners did the majority of work themselves, their total dollar investment was approximately \$65,000, far less than if the project had been contracted out.

The end result, she adds, is “a vast improvement to the main corner of the downtown, and has removed one of the last blighted storefronts from the Historic District.”

Tigerton

Sometimes all it takes is a little imagination and just the right accessories to completely transform the look of an area. Thanks to a cooperative effort between the Main Street Design Committee, the village, and its citizens, that was recently the case in Tigerton.

When the word went out that the Design Committee was hoping to spruce up Cedar Street by installing park benches and flower planters, citizen response was overwhelming. According to Main Street Manager Virginia Kauffman, “Funds for all nine benches and 18 planters were donated.”

Now, residents and visitors alike can sit and rest on one of the attractive new oak benches, enjoy the seasonal flower varieties in the planters, and appreciate the spirit of community that brought tremendous new appeal to Cedar Street.

Wausau

The building at 305 North Third Street had been vacant for nearly two years due to the rundown condition of the property. Building owners Compass Properties, LLC took advantage of the City of Wausau’s Community Rehabilitation Loan Program to help pay for extensive façade work.

The Tom Mudrovich Architectural firm was retained for the rehabilitation project, which included the removal of the aluminum storefront. A brick restoration process of acid washing and tuckpointing was completed on the upper level, but unfortunately, the lower level brick was deemed unsalvageable due to previous waterproofing and sandblasting. Mudrovich went through an extensive sample process to match the lower level bricks, plinths, and columns.

The original metal coping was retained, and the storefront portion of the project included custom-made wood frame windows designed to reflect the original character of the building. An extensive interior renovation was completed. The total investment for the façade and interior work was approximately \$84,000.

Main Street Manager Amy Altenburgh says, “This project has created an incredible interest in downtown rehabilitation.” The building now houses The Lamplighter, a fine gifts and collectibles store.

West Bend

West Bend officials, the West Bend Police Department, and the Downtown West Bend Association all shared the perception that there was not enough downtown parking. However, when the Downtown West Bend Association chose parking expert John Edwards for their Wisconsin Main street-sponsored technical visit in 2001, his expert opinion was West Bend had plenty of parking it just needed to utilize space better.

After nearly two years of work, the “Customers First” parking plan went into effect on November 15, 2002. “Tier 1” parking in the downtown is now for customers only and has no time limit. Business owners and employees must park in “Tier 2” areas, leaving prime parking for customers.

The city administration, the police department, and Downtown West Bend Association are happy because valuable parking is now available, and business owners are seeing the benefits of “customer first” thinking.

Organization Projects

It is very important to build a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials and chambers of commerce. Everyone must work together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.

De Pere

Main Street Programs strive to find the perfect downtown projects to entice key stakeholders to become more involved in the revitalization process. Making that connection not only opens the door to much need volunteers but also paves the way for future emotional and financial support. The DePere Area Business Alliance's (DBA) Beautification Committee coordinated efforts with local art teacher Mary Schall and eight of her middle/high school students, to paint the façades of historic buildings on the faces of five electric-transformer boxes located in the downtown.

After receiving approval from the Department of Public Works and Wisconsin Public Service, the students researched old photos of the buildings and set to work recreating their likenesses on the boxes. Total project costs were \$120. DBA Manager Gene Hackbarth says that the project "got lots of attention from residents and visitors alike, prevents defacing of the boxes by graffiti artists, and draws attention to downtown De Pere's historic past."



Black River Falls

When American forces began Operation Iraqi Freedom, the Black River Falls Downtown Association and the Friends & Family of Hometown Heroes Committee joined together to promote the sale of patriotic pins. The proceeds were used to purchase and ship care packages to local troops that are serving overseas.

Main Street Director Amy Melvin reports that over \$5,000 was raised. The response to the coordinated effort was incredible, and residents were comforted by the knowledge that the packages would be distributed to neighbors, friends, and family members.

Darlington

Networking with other Main Street communities provided the inspiration for Darlington's Red Wing Crock Sale. Noting that others successfully issued a limited series of crocks featuring old businesses and landmarks from their respective communities, Darlington's Main Street/Chamber Organization Committee decided that a similar fund raiser could work for their town.

They commissioned a numbered, limited edition of 200 crocks, featuring a rendering of the Lafayette County Courthouse. Offered for \$30 apiece, the committee had orders for over 150 of them before the crocks even arrived, and the remainder quickly sold out, netting a profit of nearly \$3,000. The project was so popular, that a waiting list for the next crock in the series is already being compiled.

Main Street Manager Amy Charles notes that one of the goals of the committee was to have a repetitive fund raiser for the organization that would provide a consistent annual income requiring little to no manpower, and the Crock Sale looks to be the perfect choice.

Lincoln Village

The Lincoln Village Main Street District is now cleaner, safer, and more aesthetically appealing thanks to a joint effort between the Lincoln Village Business Association (LVBA) and the Milwaukee Alliance and Southside Organizing Committee. The City of Milwaukee Block Grant Funds provided a grant to bring the Neighborhood Ambassadors services to the area.

Modeled after Milwaukee's Downtown Public Service Ambassadors program, the volunteer neighborhood ambassadors, recruited through the AmeriCorps Program, help improve key commercial areas, and provide a visible presence associated with public safety and cleanliness. They also provide information to the public and act as liaisons to the local businesses.

Key activities for the first summer included litter clean ups, graffiti removal, sidewalk cleaning, and landscaping. Ambassadors will also act as mediators with police and other departments regarding specific concerns.

Notes LVBA Manager Neil White, "The response from business owners within our district has been extremely positive. They have expressed how much cleaner Lincoln Avenue is with the ambassador's assistance and feel this is another worthwhile asset in the collective effort of revitalizing Lincoln Village."

Mishicot

Getting youth involved in community service proved to be a "win, win" situation in Mishicot, as the Main Street Board of Directors partnered with their local Future Farmers of America (FFA) to tackle a beautification project in the downtown.

The instructor and students demolished an unused storage building in the downtown to provide a view of the park and the river. The Main Street Board of Directors then spent two hours finishing the clean up. Area residents came and hauled away much of the lumber and cement block. By working together, they were able transform an eyesore into a source of community pride.

Richland Center

Richland Area Chamber/Main Street has taken steps to increase revenues and bring more people into the community by partnering with public and private entities on a variety of projects and promotions. A Richland county grant provided the seed money for a cable television image-promotion campaign, featuring local businesses, events, and community highlights. According to Main Street Manager Sally Hink, the feedback has been great.

A partnership with the local Kwik Trip (which pledged five cents per gallon of gas sold during a week where Richland Area Chamber/Main Street was featured) paid for downtown flower baskets. Working with the City of Richland Center, Chamber/Main Street gathered all of the leftover clothing, bedding, and shoes from the city-wide spring and fall rummage sales and sold it by the pound to a firm in Milwaukee.

The ultimate goal of all of the creative fund raising is to re-emphasize the importance of the downtown and to continue to improve it.

Sharon

The Sharon Main Street program is fortunate to have youth participation in their activities. The Sharon Community School Student Council was successful in obtaining a grant to help provide decorations for the community's Victorian Christmas, and student volunteers spent many hours planning, executing, and helping clean up after the event.

In the spring they provided volunteer hours to clean up the downtown and helped purchase soil, plants, and fertilizer to decorate store window boxes. The Main Street/Student Council partnership is a "win-win" situation for all concerned. Main Street appreciates the help and the students enjoy their first taste of volunteerism.

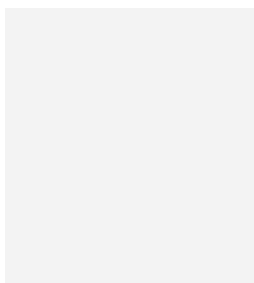
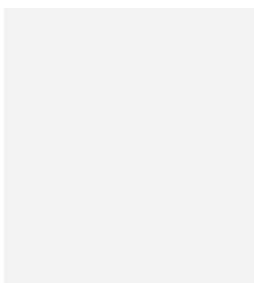
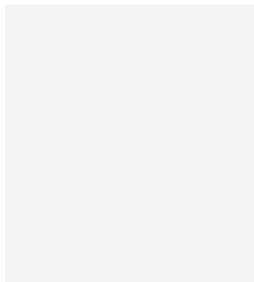
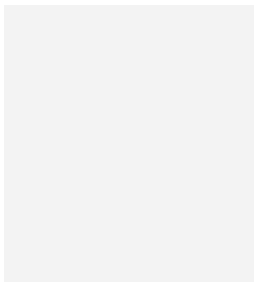
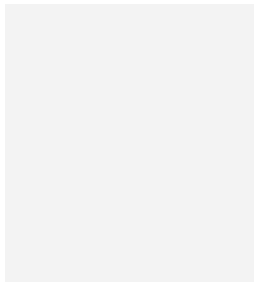
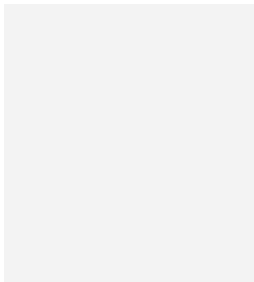
Waupaca

What better way to warm up a cold winter's night in Wisconsin than with a little spicy Cajun-inspired fun? Main Street Waupaca built on the success of last year's Mardi Gras Costume Party by expanding the menu to include more authentic foods, and changing the location to accommodate more revelers.

The festivities started with a social hour, followed by dinner, music, dancing, and at midnight, traditional Louisiana sweetbread served with Cajun coffee, which fueled the revelers until the music ended at 1:00 a.m.

Tickets for the event were sold per person, per couple, or by donor tables. Numerous corporate sponsorships and public and private donations were received, helping to defray costs and increase profits.

Plans for 2004 include adding a children's parade, and a "Jackson Square" area, which will feature balloon artists, singers, dancers, a one-man band, magicians and mimes.



Economic Restructuring Projects

Analyzing current market forces to develop long-term solutions is the primary focus of this element. Recruiting new businesses, creatively converting vacant space to new uses, and improving the competitiveness of Main Street's traditional merchants are examples of economic restructuring activities.

Columbus

An empty storefront, tremendous public support, generous donations, the return of a vintage popcorn wagon, and the recruitment of a new business spells economic revitalization for downtown Columbus.

Starting in 1929, George Hasey and his family operated a 1928 Dunbar popcorn wagon on Columbus' four main corners. When George became ill in 1979, the wagon was sold at auction. Many locals bid on it, unsuccessfully, and the wagon was shipped to its new owner in Reno, Nevada.

Interested parties from Columbus kept tabs on the wagon, which was operated on or near the West Coast for the next 20 years, including stints at Disneyland and northern California's apple country. In 1996 when the owner finally agreed to sell, the price tag was \$50,000.

A group of Columbus residents formed a corporation called Columbus Popcorn Wagon, Inc. and began fund raising efforts by selling shares for \$100 each. Sales went well, but not as fast as everyone hoped. Just prior to Christmas in 1997, Main Street Manager Judy Goodson received a phone call from a local attorney offering an anonymous donation in the amount of \$38,000, putting the fund raising effort over the top. The Popcorn Wagon returned to Columbus in 1997.

Seeking a permanent home for the historic wagon, Columbus residents Bernetta and Alton Mather donated funds to the Columbus Downtown Development Corporation (CDDC) to purchase a building to house it. The CDDC bought half of a vacant dime store from The Frey Group, a father-son duo responsible for the restorations of a number of buildings in the downtown.

Next, the CDDC successfully recruited a complimentary business to share the space with the popcorn wagon (now dubbed "The Popcorn Station"). Earl's American Cafe, which will feature Mullen's Ice Cream, will open February 1, 2004. Residents and visitors will soon be able to enjoy George's popcorn in newly refurbished surroundings, thanks to a monumental economic rehabilitation effort between the public and private sectors in Columbus.



Gillett

Faced with a lagging economy and a number of area company closings, Revitalize Gillett partnered with several local organizations to organize an event to help people reinvent their livelihoods. The result was the “Grow It! Make It! Market!” conference, which was targeted for individuals looking for a new way to make their farm, garden, or craft more profitable.

Over 50 people attended the two-day conference, which included tours of diversified farming operations, guest speakers, panel discussions, and networking opportunities. Outcomes included connecting people who are interested in value-added agriculture, identifying those interested in becoming farmer’s market vendors, and educating people about what already exists in the area.

Explains Revitalize Gillett Manager Diane Nichols, “Even though we have a very specific Main Street area to serve, our group has decided it is necessary to reach out into the rural surrounding area and help where we can. Co-sponsoring this conference was one way to do that.”

Marshfield

Taking care of existing businesses and finding new businesses to complement the existing ones is one of the most important economic development activities in which Main Street can be involved. This past year, Marshfield’s “Open for Business” video program was selected as the Best Downtown Business Development Program for its relatively low cost and highly effective information.

Mike Weigel of Storyteller Video Productions, Sheila Ashbeck-Nyberg of Main Street Marshfield, and local business leader John Bujalski brainstormed to devise a way to highlight all of the businesses downtown. What resulted was a video series that could be aired on the local public-access channel, in local hotels’ in-house channels, and shared with surrounding communities.

The first step was to create a four minute, 45 second “teaser” introduction tape. This entailed shooting hours and hours of tape of businesses downtown, and recording comments from the state Main Street staff on

various topics. The subsequent videos allow businesses to increase their exposure to residents and visitors, share their experiences in starting their business, and offer expertise and contact information to individuals wishing to start a business in downtown Marshfield. The underlying goal is to recruit new entrepreneurs to downtown Marshfield, while helping the existing businesses to thrive.

Pewaukee

The Old Main Street Project was the brainchild of Jim Siepman of Siepman Realty. The project was completed in the spring of 2003 on a beautiful four-acre site overlooking Pewaukee Lake. The unique design of the 20,000-sq.-ft. building looks like several separate storefronts adjacent to each other.

There are seven tenants downstairs (including a Mexican cantina, sandwich shop, beauty salon, bike shop, skin care/doctor’s office, gift shop and artisan bakery), and office space in the upper level.

Notes Main Street Director Elaine Kroening, “The great success of this development has not only been the increase in traffic to the new businesses in the downtown area, but the domino effect it has had on the neighboring businesses. Business in the surrounding area has been steadily increasing, and more is being done by the older businesses to clean up their buildings to match the new one.

“This development has also caught the attention of another developer, who is in the planning stage of a project for the other side of the village. This would be a wonderful bridge for all the businesses in our downtown area.”

Two Rivers

Finding it difficult to recruit new businesses, Two Rivers Main Street, Inc. decided to grow their own. Manager Michael Zimmer took the necessary steps to become a certified NxLevel™ trainer for individual entrepreneurs. The nationally recognized NxLevel™ approach immerses students in everything they need to know in order to start and successfully run their business. 13 individuals completed the first training offered in Two Rivers.

Of those 13, eight people completed a business plan, and at the time of the writing of this report, one person is starting a business in Two Rivers. Zimmer notes that “It may seem counter-productive, but one of our successes with this program is that four people did *not* start a business. These entrepreneurs were about start businesses but after the course they realized that something about their business plans would not work and re-examined their goals.

“There is nothing more discouraging to a community than businesses starting up and failing. It is disheartening for the people who invest their time and money in the endeavor, and is damaging to the perceived notion of our downtown as a business-friendly center.”

The course was so successful that Two Rivers Main Street, Inc. is again offering it to the general public, and offering a special session to workers who recently lost their jobs when the Mirro Plant closed in Manitowoc.

West Allis

Entrepreneurs Victoria and Randy Yocum wanted to open a coffee shop in Downtown West Allis for a number of years. After reviewing the West Allis market analysis, they found the perfect location at 7105 W. Greenfield Ave.

The Main Street Economic Development Committee assisted them with location ideas, providing information on the downtown business mix, potential customers, and the city’s development plans.

The couple worked closely with the Design Committee of the Main Street Program who provided ideas for signage and obtaining financial assistance through Community Development Block Grant funds for building rehabilitation. With additional help from the Main Street Manager, the Chamber of Commerce, and Business Improvement District (BID) officials, the Yocums opened the doors of Fair Grounds Espresso on April 16, 2003, and the shop has quickly become a popular addition to the downtown.

Promotion Projects

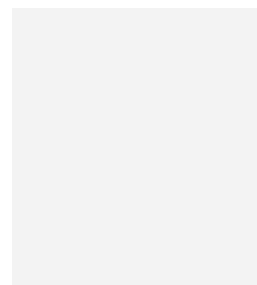
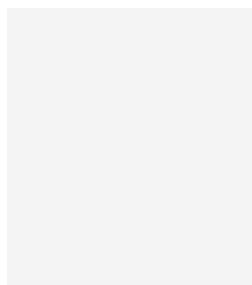
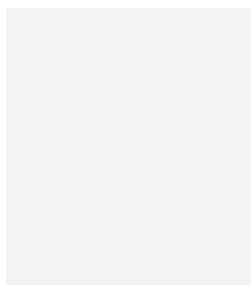
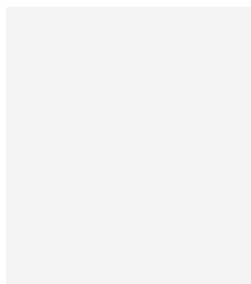
Promotions create excitement downtown. Street festivals, parades, retail events and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors and visitors.

Ripon

Ripon’s 11th annual Jazz & Blues Festival, June 28-30, featured more bands and music than ever before. Headlining the 2003 event were international recording artists Bryan Lee, Daryl Stuermer, and Walter “Wolfman” Washington. The addition of a “house” stage enabled organizers to provide non-stop music over the three-day festival, greatly adding to the overall appeal.

Beginning its second decade, the festival has put Ripon on the map as a favorite outdoor venue for jazz and blues aficionados. According to Main Street Manager Craig Tebon, the festival has attracted interest from all over the country. Hits on their Web site increased 39 percent the month before the event. Tebon adds that donations for the festival were up nine percent over 2002, demonstrating continued local support for the event.

This year’s success was so encouraging that committee members have already begun planning for 2004, with more major blues performers being added.



Algoma

Continuing its effort to present an updated, professional image for all of its promotional materials, Community Improvement of Algoma created a new logo. Based on a preliminary sketch by Wisconsin Main Street Design Coordinator Joe Lawniczak, the logo incorporates the slogan “Our Lights Shine” and depicts a silhouette of buildings representing the community and landmarks such as the Algoma Pierhead Lighthouse and the Crescent Beach Boardwalk.

According to Main Street Manager Michael Glime, the logo is meant to portray a welcoming and progressive image for Algoma, and will be used on entrance, directional signs, and banners throughout the community.

Beloit

While the winner of the Downtown Beloit Association’s first-annual retail holiday promotion walked away with a prize package worth more than \$2,000, the real winners were the downtown merchants who saw increased traffic, sales, and community spirit in their stores. The theme of the promotion was “Win the Key to Santa’s Treasure Chest.” Over 40 merchants participated in the event by donating two items with an average retail value of \$50: one for the winner from their participating business, and one for the grand prize treasure chest. Each store held a drawing to determine a winner who then advanced to the treasure chest final.

All of the winners from the participating businesses met at the Downtown Holiday Tree on December 14, pulled a key out of a hat, and tried to open the lock on the treasure chest. According to Main Street Manager Tom Clippert, Downtown Beloit plans on continuing this highly successful promotion for the 2004 holiday season.

Green Bay

“Nights on Broadway is an amazing example of what can be accomplished when businesses work together,” says Naletta Burr, On Broadway, Inc.’s Main Street Manager. An ongoing event which runs every Thursday evening from the beginning of June until the

end of August, Nights on Broadway features live music from 6:00 p.m. to 8:00 p.m., with locations provided by member restaurants. On the third Thursday of every month, retail stores were open until 8:00 p.m., and provided additional sale items for that night only. Participating businesses identified themselves with large balloon bouquets in front of their stores.

Marketing of the event was paid for solely by the participating businesses. A design contest was held, and after review, a volunteer incorporated the winning design into promotional pieces (posters, table toppers, etc.). In addition, the businesses participated in five different cooperative radio ads, which featured three different businesses in each. Concludes Burr, “This was a great way for the Broadway Business District to start cooperative marketing and partnerships. It helped raise the profile of the area and gave residents and visitors a better idea of what can be found when they venture downtown.”

Osceola

The first ever Soap Box Derby was a rousing success in Osceola. With a population of just over 2,000, organizers were delighted with its 24 entrants.

Planned to include as many of the village’s eight to 17 year-olds as possible, organizers built a “Racer’s Rewards” program into the competition, to enable students whose families could not afford the \$480 car kit to have an opportunity to compete. Corporate sponsors purchased six kits, and teachers were asked to submit names of students who exemplified the qualities of effort, responsibility, and respect. Names were drawn out of a hat and six kids were thrilled to have the opportunity to compete.

Adult volunteers offered time, money, equipment and talent, and the village, service clubs, and members of the business community all contributed to the event. On race day, enthusiastic crowds turned out to cheer on the young drivers, the winners of which qualified for the National Soap Box Derby in Akron, Ohio. Main Street spokesperson Jeff Nelson noted that plans are in the works to make it an annual event.

Sturgeon Bay

The July 4th “Sturgeon Bay Celebrates” festival and fireworks display gained momentum after its 2002 debut. Combining an old-fashioned ice cream social (with Door County cherries, grilled brats, kettle korn, and beverages) and a musical performance by the local Symphonic Band, an estimated 6,000 people enjoyed an evening at the waterfront park. People were encouraged to bring lawn chairs or blankets to the site, and by 8:00 p.m., according to Main Street Manager Becky McKee, every inch of green space was covered with families and folks of all ages.

With no major sponsor, the Sturgeon Bay Community Development Corporation (SBCDC) raised \$6,500 from local businesses, groups and individuals to help offset the expense of a 20-minute musically-choreographed fireworks show. A local radio station provided the sound system and computer technicians, and the SBCDC worked closely with local officials, the U.S. Coast Guard, and city fire and police departments to ensure that the event went off without a hitch.

Enormously popular, the tradition will continue next year.

Viroqua

The Viroqua Partners, like many not-for-profits, faces the challenge of raising funds for promotion of their community every year. This past year, the group’s Tourism Committee began thinking outside the box for new funding sources and came up with producing a visitor’s guide for Viroqua.

Researching various avenues of funding utilized by other Main Street communities, they decided to put together a “room tax” proposal to present to the City Council. While it was initially met with some resistance, one of the local motel owners took a proactive approach and volunteered to serve on the Tourism Committee. They agreed to propose a 2.5 percent room tax, which was unanimously approved by the City Council.

Seventy percent of all room tax dollars collected by the city are earmarked for the Tourism Committee, which translated into a total of \$16,855 for the year. The tax enabled

the committee to print 10,000 copies of “Viroqua Welcomes You,” a 24-page visitor’s guide, which was produced entirely by volunteers and the Viroqua Partners office staff. The owner of the local Box-It, Pack-It, Ship-It business voluntarily agreed to box and pack the guides for distribution, and the committee receives a monthly invoice for mailing costs.

The visitor’s guide and other promotions are attracting more tourists to the area, filling even more motel and bed and breakfast rooms.

Watertown

The success of any fund raising event, according to Watertown Main Street Manager Sherrie Avery-King, is creating a festive atmosphere with food, beverages, and music. Watertown’s first annual Duck Race succeeded on all counts.

On May 31, crowds of people of all ages gathered on the banks of the Rock River, raffle tickets in hand, to see which of the 1,500 numbered plastic ducks would be the first to cross the finish line. First prize was \$500.

A trumpeter heralded the start of the race, a comedian with a bullhorn provided the “beak by beak” commentary, and the collection crew entertained the crowds with their antics recovering the ducks afterwards.

Local businesses donated food, services, promotional funds, and prizes. Volunteers grilled brats, sold refreshments, and coordinated the race and cleanup. Watertown Main Street counted a profit of over \$3,000, and began planning an even bigger and better event for next year.

**Wisconsin Main
Street Community
Reinvestment
Statistics:
July 2002-
June 2003**

	Public Improvements	Public Investment	Building Rehabilitations	Private Investment	New Buildings	Private Investment	Buildings Sold	Amount of Purchase
Algoma	5	\$43,331	19	\$130,461	0	\$0	3	\$259,000
Antigo	0	\$0	6	\$12,100	0	\$0	0	\$0
Beloit	1	\$1,200,000	7	\$126,381	0	\$0	1	\$250,000
Black River Falls	0	\$0	9	\$42,295	0	\$0	5	\$192,500
Blanchardville	1	\$1,200	3	\$18,000	0	\$0	2	\$205,000
Chippewa Falls	3	\$1,249,227	7	\$1,862,000	2	\$11,470,000	3	\$404,000
Columbus	0	\$0	2	\$148,200	1	\$550,000	5	\$466,000
Crandon	3	\$3,006,000	17	\$85,945	0	\$0	1	\$89,000
Darlington	3	\$6,900	6	\$28,000	0	\$0	2	\$156,500
De Pere	3	\$58,020	25	\$504,425	0	\$0	5	\$874,530
Eagle River	0	\$0	10	\$359,700	8	\$4,610,500	1	\$135,000
Gillett	0	\$0	2	\$3,500	0	\$0	2	\$129,000
Green Bay	1	\$342,290	8	\$3,602,500	1	\$600,000	3	\$578,500
Lincoln Village	3	\$285,000	9	\$583,000	3	\$395,000	4	\$390,000
Marshfield	1	\$4,000	17	\$2,019,400	2	\$440,000	7	\$378,401
Mishicot	7	\$68,600	7	\$26,850	0	\$0	2	\$140,000
Osceola	0	\$0	5	\$196,000	1	\$1,800,000	1	\$300,000
Pewaukee	0	\$0	2	\$2,200	1	\$1,800,000	0	\$0
Platteville	7	\$25,100	39	\$191,768	1	\$63,000	5	\$459,000
Rice Lake	0	\$0	8	\$315,500	1	\$57,000	5	\$361,500
Richland Center	0	\$0	4	\$52,850	0	\$0	4	\$265,000
Ripon	0	\$0	1	\$12,000	0	\$0	0	\$0
Sharon	1	\$16,000	0	\$0	0	\$0	0	\$0
Sheboygan Falls	3	\$187,800	15	\$157,100	1	\$319,000	0	\$0
Sturgeon Bay	0	\$0	1	\$150,000	0	\$0	0	\$0
Tigerton	5	\$20,950	1	\$20,000	0	\$0	1	\$8,000
Two Rivers	0	\$0	9	\$387,119	0	\$0	1	\$78,000
Viroqua	0	\$0	0	\$0	0	\$0	0	\$0
Watertown	11	\$34,330	14	\$171,937	0	\$0	4	\$458,400
Waupaca	3	\$239,700	6	\$21,900	0	\$0	4	\$860,000
Wausau	3	\$336,000	14	\$534,980	1	\$10,000,000	3	\$637,000
West Allis	0	\$0	10	\$28,801	0	\$0	2	\$132,000
West Bend	14	\$52,577	17	\$296,023	0	\$0	11	\$1,972,840
Totals	78	\$7,177,025	300	\$12,090,936	23	\$32,104,500	87	\$10,179,171

	Housing Units	New Businesses	Business Expansions	Total New Jobs	Total Private Investment	Total Public & Private Investment
Algoma	0	6	1	9	\$389,461	\$432,792
Antigo	0	5	0	9	\$12,100	\$12,100
Beloit	0	13	0	22	\$376,381	\$1,576,381
Black River Falls	0	5	0	7.5	\$234,795	\$234,795
Blanchardville	0	2	1	4	\$223,000	\$224,200
Chippewa Falls	3	27	6	59.5	\$13,736,000	\$14,985,227
Columbus	0	4	1	9	\$1,164,200	\$1,164,200
Crandon	1	4	0	5	\$174,945	\$3,180,945
Darlington	0	5	1	11	\$184,500	\$191,400
De Pere	0	6	1	28	\$1,378,955	\$1,436,975
Eagle River	0	4	0	38	\$5,105,200	\$5,105,200
Gillett	0	5	0	6	\$132,500	\$132,500
Green Bay	0	7	0	176.5	\$4,781,000	\$5,123,290
Lincoln Village	0	5	4	45	\$1,368,000	\$1,653,000
Marshfield	1	8	2	95	\$2,837,801	\$2,841,801
Mishicot	0	2	0	4	\$166,850	\$235,450
Osceola	0	2	2	25	\$2,296,000	\$2,296,000
Pewaukee	0	7	0	42	\$1,802,200	\$1,802,200
Platteville	0	13	1	26	\$713,768	\$738,868
Rice Lake	0	6	0	27	\$734,000	\$734,000
Richland Center	0	8	0	12	\$317,850	\$317,850
Ripon	0	4	0	5	\$12,000	\$12,000
Sharon	0	2	0	2	\$0	\$16,000
Sheboygan Falls	0	7	1	12	\$476,100	\$663,900
Sturgeon Bay	0	5	1	30.5	\$150,000	\$150,000
Tigerton	0	1	2	5	\$28,000	\$48,950
Two Rivers	0	8	0	12	\$465,119	\$465,119
Viroqua	0	1	0	5	\$0	\$0
Watertown	0	5	0	17	\$630,337	\$664,667
Waupaca	0	5	0	9	\$881,900	\$1,121,600
Wausau	1	6	3	37.5	\$11,171,980	\$11,507,980
West Allis	0	7	1	16	\$160,801	\$160,801
West Bend	4	17	0	28	\$2,268,863	\$2,321,440
Totals	10	212	28	839.5	\$54,374,607	\$61,551,632

Wisconsin Main Street Awards

Best Public-Private Partnership in Downtown Revitalization

Winner: *West Bend*
City of West Bend, West Bend Police Department,
and Downtown West Bend Association

Honorable Mention: *Rice Lake*
Rice Lake Utilities and Rice Lake Main Street
Association

Honorable Mention: *Sheboygan Falls*
Sheboygan Falls Main Street, Monroe Street Parking
Facility

Best Program Planning

Winner: *Tigerton*
Tigerton Main Street Organization Committee

Best Creative Fund Raising Effort

Winner: *Waupaca*
Main Street Waupaca Design Committee
Mardi Gras

Best Volunteer Program/Project

Winner: *Green Bay*
On Broadway, Inc. Volunteers & NWTC
Holiday Decorations on Broadway

Best Downtown Retail Event

Winner: *Blanchardville, Darlington, Shullsburg*
Hometown Holidays

Best Downtown Special Event

Winner: *Algoma*
Wet Whistle Wine Festival
Community Improvement of Algoma, Farm Market
Kitchen and von Stiehl Winery

Honorable Mention: *Gillett*
Revitalize Gillett, Inc.
4th of July Community Photo

Best Promotional Item

Winner: *Algoma*
Community Improvement of Algoma Organization
Committee
2003 Algoma Calendar

Honorable Mention: *Viroqua*
The Viroqua Partners Tourism Committee
The Viroqua Visitor's Guide

Best Cultural Preservation Project

Winner: *Chippewa Falls*
Gerald R. Way
"Pioneers at the Falls"

Honorable Mention: *Crandon*
Maple Syrup Festival
Crandon Main Street Revitalization, Crandon Area
Chamber of Commerce and UW-Extension

Best Historic Restoration Project

Winner: *Viroqua*
ARTT (Associates of the Restored Temple Theater)

Honorable Mention: *Green Bay*
Tim Polack and Curt Czachor
107/109 North Broadway

Best Façade Rehabilitation Under \$7,500

Winner: *Algoma*
Lindral & Andre Building – 1902

Best Façade Rehabilitation Over \$7,500

Winner: *Columbus*
James and Sue Ellen Reitzner
1877 Project

Honorable Mention: *Rice Lake*
Lakeview Dental, Ltd.

Best Interior Renovation Project

Winner: *Wausau*
Marathon County Historical Society

Best New Building Project

Winner: *Marshfield*
Compass Properties, LLC
"Founders Square Development" – Phase II

Honorable Mention: *Green Bay*
Vanderkarlsperger, LLC
201 North Broadway

Best Downtown Public Improvement Project

Winner: *Chippewa Falls*
Chippewa Falls Main Street, Inc.
Chippewa Brush Bash

Best Downtown Business Development Program

Winner: *Marshfield*
"Open for Business" Video Program
Mike Weigel and John Bujalski

Best New Downtown Business

Winner: *Eagle River*
Belle Avant

Best Adaptive Reuse Project

Winner: *Beloit*
The Beloit Fine Arts Incubator

Honorable Mention: *Algoma*
Farm Market Kitchen

2002 Volunteers of the Year

Dawn Stanley, Algoma
Mary Wright, Antigo
Terry Karow, Beloit
Jeff Hale, Black River Falls
Brandi Statz, Blanchardville
Carolyn Fredericks & Sherry Lang, Columbus
John T. Marvin, Crandon
Peggy North, Darlington
Joe Schinkten, De Pere
Dan Pahlow & Jacob Moore, Eagle River
Wayne Strei, Gillett
Elliot, Gina & Ben Christenson, Green Bay
Cynthia Loew, Lincoln Village
Pete Mancl, Marshfield
Jim Sustman, Michicot
Rosanne Anderson, Osceola
Tud Bowden, Platteville
Joyal Organ, Rice Lake
Alice Schulte, Richland Center
Joann Burt, Sharon
John Blattner, Sheboygan Falls
Paul Schmitt, Sturgeon Bay
Marie Tauferner, Tigerton
Tracey Koach, Two Rivers
Dr. Jeff Menn, Viroqua
Ed Means III, Watertown
Mary Ebner, Waupaca
Mary Johnson, West Bend

2002 Honorary Captain

Mayor Virginia O. Smith, Chippewa Falls,

2002 Honorary Board of Directors

Nancy Zimbric, Chippewa Falls
Patrick Hopkins, De Pere
Shawn Sullivan, Eagle River
Cindy Tang, Platteville
Dan Organ, Rice Lake
Steve Schmitt, Sheboygan Falls
Mark Nelson, Sturgeon Bay
Carolyn Solverson, Viroqua

2002 Honorary Chairperson

Kurt Darrow, Gillett

Friend of Main Street Award

Bill Ryan, Center for Community Economic
Development, UW-Extension

2002 Main Street Spirit Award

Community Improvement of Algoma

Historic Preservation Planning Achievement Awards

Winner: *Green Bay*
On Broadway, Inc. and Green Bay Historic
Preservation Commission
Historic Plaque Program

Winner: *Wausau*
City of Wausau
Certified Local Government Status

Winner: *Gillett*
City of Gillett
Preservation Ordinance & Preservation
Commission

Main Street Achievement Awards

*For completing 5 years of intensive training in Main
Street Approach*

Black River Falls Downtown Association, Inc.
Blanchardville CommunityPride, Inc.
Osceola Main Street Program, Inc.

Main Street Directory

Community Improvement of Algoma
Michael Glime
308 Steele Street
PO Box 3
Algoma, WI 54201
(920) 487-5498 Fax: (920) 487-5499
E-mail: ciofa@itol.com

Downtown Beloit Association
400 East Grand Avenue, Suite 308
PO Box 291
Beloit, WI 53511
(608) 365-0150 Fax: (608) 365-9170
E-mail: beloitdba@jvl.net

Black River Falls Downtown Association, Inc.
Amy Melvin
221 Main Street
Black River Falls, WI 54615
(715) 284-2503 Fax: (715) 284-2503
E-mail: downtown@cuttingedge.net
Web Site: <http://www.downtownblackriverfalls.com>

Blanchardville Community Pride, Inc.
Amy Charles
208 Mason Street
PO Box 52
Blanchardville, WI 53516
(608) 523-2274 Fax: (608) 523-4321
E-mail: bcpi@mail.tds.net
Web Site: <http://www.blanchardville.com>

Chippewa Falls Main Street, Inc.
Jim Schuh
10 South Bridge Street, Suite 1
Chippewa Falls, WI 54729-2812
(715) 723-6661 Fax: (715) 720-4882
E-mail: jimschuh@chippewafallsmainst.org
Web Site: <http://www.chippewafallsmainst.org>

Columbus Main Street
121 S. Ludington Street
PO Box 23
Columbus, WI 53925
(920) 623-5325 Fax: (920) 623-5106
E-mail: jgoodson@resourceone.net

Crandon Main Street
103 West Washington Street
PO Box 536
Crandon, WI 54520
(715) 478-4242 Fax: (715) 478-3450
E-mail: mainstrt@newnorth.net

Darlington Chamber/Main Street
Amy Charles
112 Harriet Street, Suite B
Darlington, WI 53530
(608) 776-3067 Fax: (608) 776-4306
E-mail: dtonmain@mhtc.net
Web Site: <http://www.darlingtonwi.org>

De Pere Area Business Alliance
Gene Hackbarth
441 Main Avenue
PO Box 5142
DePere, WI 54115-0311
(920) 338-0000 Fax: (920) 338-1833
E-mail: ghackbarth@deperewi.org
Web Site: <http://www.deperewi.org>

Eagle River Revitalization Program
Rita Fritz
525 East Maple Street
PO Box 2302
Eagle River, WI 54521
(715) 477-0645 Fax: (715) 477-0614
E-mail: errp@nnex.net
Web Site: <http://www.eaglerivermainstreet.org>

Revitalize Gillett, Inc.
Diane Nichols
117 East Main Street
PO Box 304
Gillett, WI 54124
(920) 855-1414 Fax: (920) 855-1451
E-mail: dnichols@revitalizegillett.org
Web Site: <http://www.revitalizegillett.org>

On Broadway, Inc.
Naletta Burr
117 South Chestnut
PO Box 2451
Green Bay, WI 54306-2451
(920) 437-2531 Fax: (920) 431-7855
E-mail: naletta@onbroadway.org
Web Site: <http://www.onbroadway.org>

Main Street Marshfield, Inc.
Sheila Ashbeck Nyberg
222 South Central, Suite 404
PO Box 551
Marshfield, WI 54449
(715) 387-3299 Fax: (715) 387-2286
E-mail: msmfldwi@northsidecomp.com

Lincoln Village Business Association
Neil White
1133 West Lincoln Avenue
Milwaukee, WI 53215
(414) 672-2249 Fax: (414) 672-2261
E-mail: neil5150@hotmail.com

MAGIC (Mishicot Main Street Program)
Kathy Lindsey
511 East Main
PO Box 237
Mishicot, WI 54228-0237
(920) 755-3411 Fax: (920) 755-3411
E-mail: mmainstreet@milwpc.com

Osceola Main Street
102 Cascade Street, Suite 1
PO Box 251
Osceola, WI 54020
(715) 294-2021 Fax: (715) 294-3330

Positively Pewaukee
Elaine Kroening
120 West Wisconsin Avenue
Pewaukee, WI 53072
(262) 695-9735 Fax: (262) 695-9795
E-mail: elaine@positivelypewaukee.com
Web Site: <http://www.positivelypewaukee.com>

Platteville Main Street Program
Cheryl Zmina
55 South Bonson Street
Platteville, WI 53818
(608) 348-4505 Fax: (608) 348-8426
E-mail: pvmainst@yahoo.com
Web Site:
<http://www.plattevillemainstreet.com>

Portage Main Street
139 West Cook Street
Portage, WI 53901
(608) 742-5417 Fax: (608) 742-0390
E-mail: tdienger@jvlnet.com

Rice Lake Main Street Association
Kathy Wellsandt
138 1/2 North Main Street, Suite 201
PO Box 167
Rice Lake, WI 54868
(715) 234-5117 Fax: (715) 234-5117
E-mail: rlmainst@chibardun.net
Web Site: <http://www.ricelakemainstreet.com>

Richland Main Street
Susan Price
397 West Seminary Street
PO Box 128
Richland Center, WI 53581
(608) 647-6205 Fax: (608) 647-5449
E-mail: chamber1@richlandchamber.com
Web Site: <http://www.richlandchamber.com>

Ripon Main Street, Inc.
Craig Tebon
301 1/2 Watson Street
PO Box 365
Ripon, WI 54971
(920) 748-7466
E-mail: mainstreet@dotnet.com
Web Site: <http://www.riponmainst.com>

Sharon Main Street Association
Karen Kenney
194 Baldwin Street
PO Box 528
Sharon, WI 53585
(262) 736-6246 Fax: (262) 736-4346
E-mail: sharonmainst@elknet.net
Web Site: <http://www.sharonwisconsin.com>

Sheboygan Falls Chamber-Main Street
Nancy Verstrate
504 Broadway
Sheboygan Falls, WI 53085-1337
(920) 467-6206 Fax: (920) 467-9571
E-mail: nverstrate@sheboyganfalls.org
Web Site: <http://www.sheboyganfalls.org>

Sturgeon Bay Community Development
Corporation
Becky McKee
23 North 5th Avenue
Sturgeon Bay, WI 54235
(920) 743-6246 Fax: (920) 743-6370
E-mail: beckymckee@sturgeonbay.net
Web Site: <http://www.sturgeonbay.net>

Tigerton Main Street
Virginia Kauffman
235 Cedar Street
PO Box 3
Tigerton, WI 54486
(715) 535-2110 Fax: (715) 535-3256
E-mail: ktours@frontiernet.net
Web Site: <http://www.tigertonwis.com>

Two Rivers Main Street, Inc.
Michael S. Zimmer
1609 Washington Street
PO Box 417
Two Rivers, WI 54241
(920) 794-1482 Fax: (920) 553-4586
E-mail: mainstreet@lakefield.net
Web Site: <http://www.trmainstreet.org>

The Viroqua Chamber - A Main Street City
Ingrid Mahan
220 South Main Street
Viroqua, WI 54665
(608) 637-2575 Fax: (608) 637-8326
E-mail: infodesk@viroqua-wisconsin.com
Web Site: <http://www.viroqua-wisconsin.com>

Watertown Main Street Program
Angela Temple
406 East Main Street
Watertown, WI 53094
(920) 261-5185
E-mail: saveryking@aol.com
Web Site:
<http://www.mainstreetwatertown.com>

Main Street Waupaca, Inc.
Anne Phillips Adriaenssens
104 North Main Street, Suite 120
PO Box 704
Waupaca, WI 54981
(715) 258-9009 Fax: (715) 258-8241
E-mail: aphillips@mainstreetwaupaca.org
Web Site: <http://www.mainstreetwaupaca.org>

Main Street Wausau
Amy Altenburgh
426 Third Street
Wausau, WI 54403
(715) 845-1328 Fax: (715) 843-0938
E-mail: mainstreetwausau@g2a.net

Downtown West Allis
Brian Preiss
7231 West Greenfield Avenue
West Allis, WI 53214
(414) 774-2676 Fax: (414) 774-7728
E-mail: director@downtownwestallis.com
Web Site: <http://www.downtownwestallis.com>

Downtown West Bend Association
Theresa Fuerbringer
141 North Main Street, Suite 201
West Bend, WI 53095
(262) 338-3909 Fax: (262) 338-0635
E-mail: theresa@downtownwestbend.com
Web Site:
<http://www.downtownwestbend.com>



Council on Main Street

Dean Amhaus, Milwaukee
Beverly Anderson, Darlington
Tim Anderson, Madison
Ann Eaves, Madison
Shawn Graff, Hartford
Dennis Leong, Madison
Terrence Martin, Waupaca
Brian McCormick, Madison
William Neureuther, Hubertus
Jim O'Keefe, Madison
John Rogers, Sheboygan
Penney Van Vleet, Waukesha
Trudy Wallin, Viroqua
Ed Wendland, Watertown

Department of Commerce

Cory L. Nettles, Secretary
Jim O'Keefe, Administrator, Division of
Community Development

Bureau of Downtown Development Staff

Jim Engle, Bureau Director and Main Street Coordinator
(608) 267-0766; jengle@commerce.state.wi.us

Todd Barman, Assistant Coordinator
(608) 267-3855; tbarman@commerce.state.wi.us

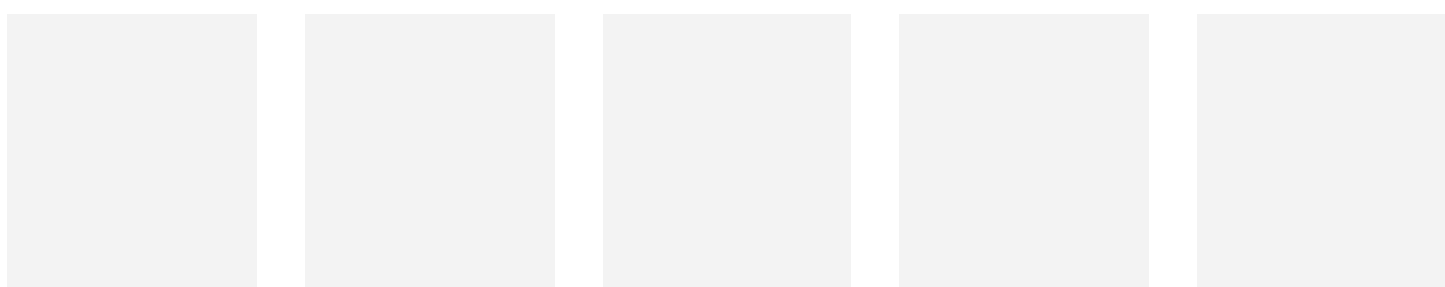
Joe Lawniczak, Design Coordinator
(608) 267-0765; jlawniczak@commerce.state.wi.us

J. D. Milburn, Small Business Specialist
(608) 267-2252; jmilburn@commerce.state.wi.us

Don Barnum, Program Assistant
(608) 266-7531; dbarnum@commerce.state.wi.us

For More Information Contact:

Wisconsin Department of Commerce
Bureau of Downtown Development
201 West Washington Avenue
4th floor
PO Box 7970
Madison, WI 53707
(608) 266-7531
Fax: (608) 264-7834
dbarnum@commerce.state.wi.us
<http://www.commerce.state.wi.us/CD/CD-bdd.html>



Top 10 Reasons Downtown is Important

- 1 Your central business district is a prominent employment center.
- 2 As a business center, your downtown plays a major role.
- 3 A downtown is a reflection of how a community sees itself.
- 4 A significant portion of your community's tax base comes from the downtown.
- 5 The central business district is an indispensable shopping and service center.
- 6 Your downtown is the historic core of your community.
- 7 Downtown represents a vast amount of public and private investment in your community.
- 8 A central business district is often a major tourist draw.
- 9 Downtown is usually the center of government.
- 10 Your downtown provides a sense of community and place.



PO Box 7970
Madison WI 53707

Prst Std
US Postage Paid
PAID
Madison, WI
Permit No. 1369

